

S A T I S F A C T I O N

THE TOYOTA TOUCH

The Toyota Touch is our commitment to your total satisfaction. And a simple way of saying we want all your experiences with Toyota to be the very best.

The Toyota Touch begins with quality, in the design and production of each and every new vehicle. From drawing board to final delivery—hard work, attention to detail and intense personal pride are the rules, rather than the exceptions.

The Toyota Touch is further evidenced at each dealership, where our salespeople are known for their courtesy and integrity.



Where our Parts and Service personnel are the most conscientious and capable you'll find. Their many years of experience, solidly backed by ongoing programs of product support and technical training, give them the in-depth knowledge to give you superior service. In fact, because of its high "people-service factor," Toyota is rated Number One in customer handling over all competitive truck brands.*

J.D. Power & Associates 1988 Light-Duty Truck CSI Customer Satisfaction with Product Quality and Dealer Service.

TOYOTA LIMITED WARRANTY: 36 MONTHS/36,000 MILES

The Toyota Touch means you'll be just as satisfied tomorrow as you are today. This promise is solidly backed by Toyota's no-nonsense 36-month/36,000-mile basic new vehicle limited warranty, which applies to all components other than the normal wear and maintenance items. In addition to a 5-year/50,000-mile limited emission-control device warranty, Toyota also provides a 5-year/unlimited-mileage corrosion perforation warranty.

Should you have questions about Toyota vehicles, warranties or service, contact the Customer Relations Manager at your local Toyota dealer. For additional information, you may also call Toyota's Customer Assistance Center at 1-800-331-4331—Mon.-Fri., 9 a.m. to 9 p.m., EST. After all, when you make such a major commitment, you expect nothing less. And neither do we.

GET MORE FROM LIFE... BUCKLE UP!

TOYOTA QUALITY
WHO COULD ASK FOR ANYTHING MORE!

TOYOTA

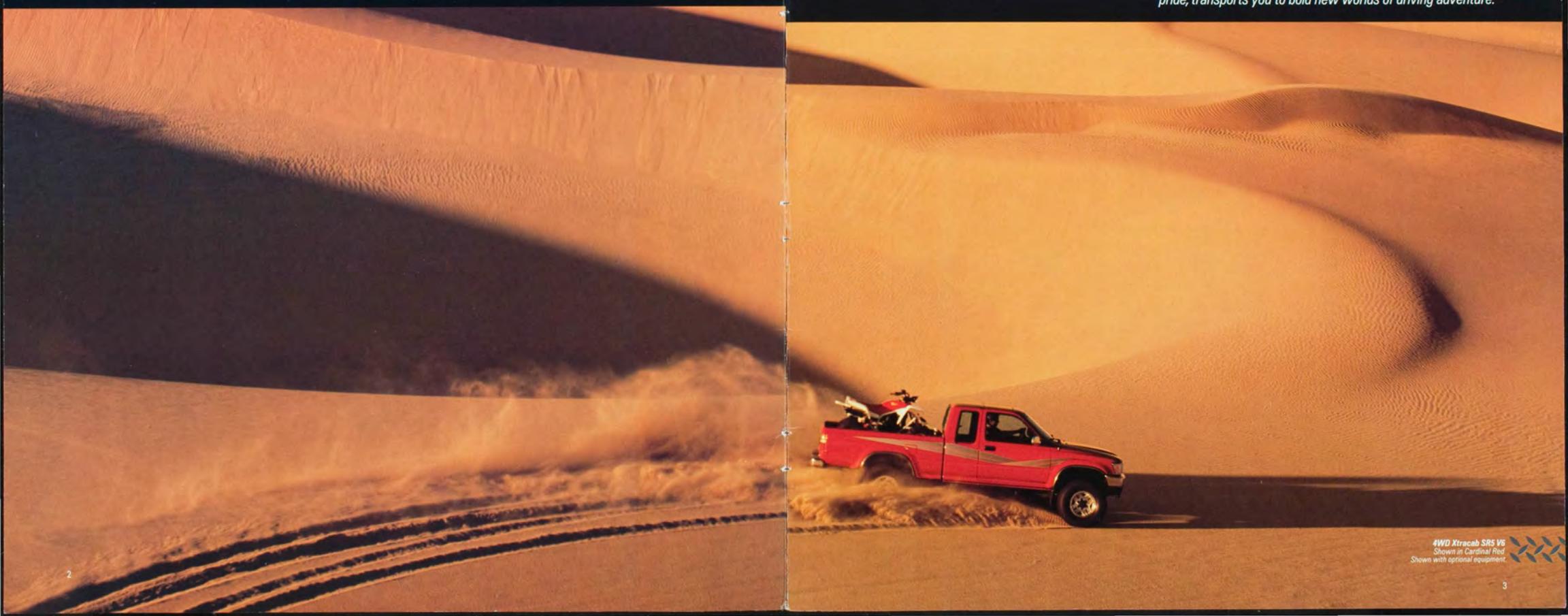
'89 TRUCKS



PTP-03 9/88 00917-9910
Litho in U.S.A. (200M)
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B R E D H O T



Cresting the sunlit smoothness of a desert dune at speed—or cruising the neon boulevard on a Saturday night in style—Toyota transcends the bounds of ordinary trucks. And with excitement born of superior engineering and unequalled pride, transports you to bold new worlds of driving adventure.

4WD Xtracab SR5 V6
Shown in Cardinal Red
Shown with optional equipment.

EVOLUTIONARY



#WD Xtracab SR5 V6 and Xtracab SR5 V6
Both shown in Cardinal Red
Shown with optional equipment.

Other trucks have been in the running, but one has always been in the lead. As it was when the SR5 first showed America that a pickup could be sporting and fun as well as rugged and practical.

And again, with the introduction of the 4x4 that tamed off-road wilds, yet retained its civilized smoothness. It gave you wide-open spaces in the Xtracab interior. Then leapt ahead with long-travel

Hi-Trac suspension. Now, led by the brute V6 strength and style of all-new 4x4 and 4x2 designs, one truck demonstrates not merely survival of the fittest, but complete dominance: Toyota for 1989.

Privately-owned 1984, 1979, 1975 trucks shown with non-Toyota equipment.

TOP TRUCK



Get into a brand-new, top-of-the-line 1989 Toyota 4x4 SR5 V6, and get ready for something special: A totally unique, powerfully moving experience that promises total superiority in each

aggressive expanse of sheet metal and glass.

Then, at the turn of a key, delivers the high-performance advantage of its powerplant, drivetrain, and suspension. Strap yourself in, get on the gas, then get

away from the crowds in exclusive style. Whether you're on a boulder-strewn mountain or a boulevard cruise, this fabulous four-by not only puts you on top of the competition. It puts you on top of the world.

4WD Xtracab SR5 V6
Shown in Black
Shown with optional equipment

4x4 TRUCKS

CREWS CONTROL

4x4 SR5 V6

You're a driver who takes charge, and you won't settle for second best. For a 4x4 that puts you in control of the ultimate in performance, comfort and style, the taller, wider, roomier, stronger, totally redesigned Toyota 4x4 SR5 V6 is absolutely a first-class choice.

ULTIMATE INTERIOR.

Climb into the spaciousness of a cab that seems more like an aircraft cockpit. Settle back in the 60/40 fully split bench or optional Sport Seats. Gaze at a wrap-around instrument panel that sweeps back smoothly to merge with luxury-lined door panels, and grab the thick, 3-spoke tilt wheel. A full set of gauges keeps you in



touch with vital systems. A powerful AM/FM stereo system keeps you in touch with the latest sounds. While the addition of special insulating materials holds noise and vibration to an all-time low. In the Xtracab SR5 V6, rear passengers are treated to spacious forward-facing jump seats with built-in storage compartments, 3-point seatbelts, and large flip-out rear quarter windows. And to all aboard, the ride is simply first cabin.



Optional 7-way adjustable driver's Sport Seat
Shown in Gray Cloth



SR5 V6 Instrumentation
Shown in Gray

overall result, from massive front grille to aerodynamic outside mirrors to one-touch tailgate, is pure, potent, off-road style.

POWERFUL MOTIVATION.

Shift the 5-speed manual overdrive transmission or optional electronically controlled 4-speed automatic overdrive transmission into gear. This 4x4 leaps into action with the 150-horse push of Toyota's advanced 3.0-liter overhead-cam V6. New 4WDemand assures optimum traction, especially when coupled to the huge, optional 31x10.5R15 tires on 7-inch wide aluminum alloy rims. And long-travel Hi-Trac independent front suspension, gas shocks, and power steering enhance handling and maneuverability.

On paper, it looks great. And on road or off, the brand-new 1989 Toyota 4x4 SR5 V6 is ahead of them all.



SUPERIOR EXTERIOR.

The new Toyota 4x4 SR5 V6 says off-road tough in a big way. Its brawny exterior uses anti-rust treated steel in key panels. The double-wall bed with convenient tie-down hooks is constructed with fewer seams and external spot welds. And the



4WD Xtracab SR5 V6
Sport Seat Interior shown in Gray Cloth
Shown with optional equipment



4WD Xtracab SR5
Shown in Silver Metallic
Shown with optional equipment.



4WD Xtracab SR5
Shown in Gray Cloth

4WD Xtracab SR5
Shown in Gray Cloth
Shown with optional equipment.

4x4 SR5

You want the very ultimate in smooth, civilized, interior comfort and refined, off-road-ready exterior style. Plus, you demand the kind of rugged, all-around 4x4 performance and versatility that makes a truck as satisfying as it is capable. And that's exactly why the all-new 1989 Toyota 4x4 SR5 was built—just for you.

on the generous, 3-across bench seat or the 7-way adjustable driver's Sport Seat, included in the optional Sports Package. In the Xtracab SR5, rear passengers also ride first-class, on full-size, forward-facing jump seats with 3-point seatbelts. For mile after mile of on and off-road pleasure, you take full control in a cockpit designed for drivers who demand the most. And the



best. From the wraparound instrument panel to the revised control layout, from fully-lined door and interior panels to extra storage capacity in key areas, this 4x4 is an unbeatable combination of interior form and function.

ALL-DAY COMFORT.

From wall-to-wall, the SR5's been redesigned to move you in smooth, calm, controlled fashion. Through one-piece doors enlarged for easier boarding, you enter a brand-new world of interior accommodation. Stretch out in comfort

ALL-OUT STYLING.

Taller and wider, with a bolder front end, generous fender flares, big tires, and smoothly rounded body contours, the new SR5 raises the stakes in the styling game. And beauty runs more than skin deep, thanks to the increased use of anti-rust steel with fewer body panels and seams for strength and rigidity. Which means even greater durability and style, years and miles down the road.

ALL-AROUND PERFORMANCE.

Powered by Toyota's dependable 2.4-liter overhead-cam 4-cylinder engine, the 4x4 SR5 pulls smoothly and strongly over all



kinds of terrain. New optional shift-on-the-move 4WDemand minimizes shifting hassle and drivetrain noise in 2-wheel mode. Hi-Trac independent torsion-bar front/leaf-spring rear suspension improves the ride as well as the handling. Plus, towing capacity's been increased a full 75% for some models, bringing the maximum rating to an impressive 3500 pounds for all models.*

Mile for mile, dollar for dollar, and time after time, the brand-new Toyota 4x4 SR5 delivers in a big way. And moves you like nothing else on wheels.

*Not to exceed GCWR of 7800 lbs. Requires additional 3500-lb. weight-carrying frame-mounted Class II tow hitch.

4x4 DELUXE

You work hard. You play hard. And having an edge in solid, off-road performance is just as important to your way of life as high quality and honest value. For these reasons and more—in a variety of power and style combinations—the brand-new 1989 4x4 Deluxe is our way of letting you have your way. And is as affordable as a Toyota 4x4 comes.

HIGHLY VERSATILE.

Choose extra-spacious Xtracab or cargo-handling Long Bed with either a 5-speed manual overdrive or optional electronically controlled 4-speed automatic overdrive transmission. Get the tough and ready Standard Bed with a 5-speed manual overdrive. And order them all with either the fuel-efficient* 24-liter 4-cylinder powerplant or Toyota's acclaimed 150-hp 3.0-liter V6. With long-travel Hi-Trac independent torsion-bar

suspension at the front, heavy-duty leaf springs at the rear, and gas shocks all the way around (V6 only), this new 4x4 rides smooth and handles easy. Power-assisted front ventilated disc brakes and optional power-assisted steering (standard on V6) enhance stopping and maneuverability.

WINNING DESIGN.

For toughness, this durable, do-most-anything four-by is hard as nails. Its superior engineering uses additional anti-rust sheet metal and a new welded-type double-wall bed design and sophisticated tri-stage cab mounting system. It also includes a number of smart, sensible touches like integrated tie-down hooks and a one-touch tailgate. And not only do 4x4 Deluxe models carry your cargo with ease, but they carry the kind of leading-edge eye appeal that cuts through the crowded clutter of ordinary trucks.



4WD Xtracab Deluxe V6
Shown in Medium Brown Metallic



4WD Deluxe Interior
Shown in Beige Cloth

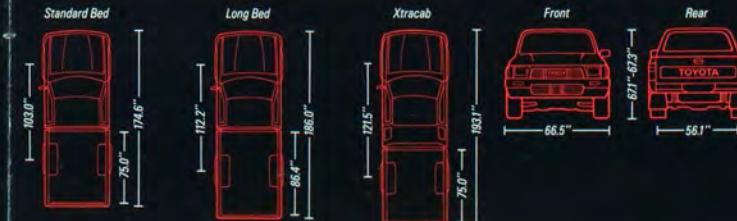
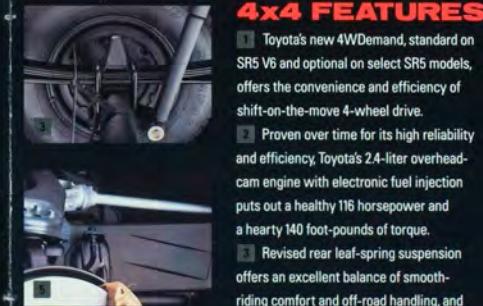
ROOM TO MOVE.

The Deluxe has room for up to five adults in Xtracab form (with optional rear jump seats)—and little room for improvement in comfort and economy. Included are a number of important details, from liberal use of sound-absorbing insulation to the inclusion of soundly sensible items like padded sun visors and 3-point seatbelts with the Xtracab's optional full-size rear jump seats. From fully-lined doors with armrests and extra storage to standard extras like a day/night rearview mirror and a retractable cup holder, the brand-new Toyota 4x4 Deluxe lets you take real comfort in an honest bargain. And total pride in owning and driving the sharpest 4x4 on the road. Or off.

*See mileage statement on page 17 for details.
**Light bar does not provide crash protection. Off-road lights not intended for highway use.

4WD Standard Bed Deluxe V6**
Shown in Cardinal Red
Shown with optional equipment





Shown with optional equipment.

4x4 FEATURES

- 1 Toyota's new 4WDemand, standard on SR5 V6 and optional on select SR5 models, offers the convenience and efficiency of shift-on-the-move 4-wheel drive.
- 2 Proven over time for its high reliability and efficiency, Toyota's 2.4-liter overhead-cam engine with electronic fuel injection puts out a healthy 116 horsepower and a hearty 140 foot-pounds of torque.
- 3 Revised rear leaf-spring suspension offers an excellent balance of smooth-riding comfort and off-road handling, and contributes to a maximum payload of 1400 lbs* and towing capacity of 3500 lbs.**
- 4 Mounted to the strong, full-box frame is an all-new body and bed construction with increased use of anti-rust steel, larger, stronger one-piece doors, fewer individual panels and seams, a reduction of visible spot welds, and improved sound-proofing. It's the toughest, quietest 4x4 Toyota has ever made.
- 5 High-mounted front torsion bars offer added protection from off-road obstacles.
- 6 With even more horsepower for 1989, this potent 3.0-liter overhead-cam V6 engine provides stronger performance over a broad range of engine speeds. Reliability and responsiveness are enhanced by EFI with tuned intake runners, direct-driven valve actuation, and dependable electronic ignition.
- 7 Hi-Trac independent front suspension uses a tough double A-arm design with gas shocks (optional on 4-cylinder Deluxe), and offers long off-road travel with exceptional compliance and control, as well as smooth-riding urban comfort.
- 8 Welded, double-wall bed construction substantially improves the bed's rigidity, durability and appearance.
- 9 For extra convenience, six inner tie-down hooks are incorporated into the strong, space-efficient bed design.
- 10 With its high running ground clearance and strong, steel skid plates, a Toyota 4x4 gives you the ability to take on the rough stuff. (Shown with optional 7-inch wide aluminum alloy rims and massive 31x10.5R15 steel-belted radial tires)
- 11 Strong, ventilated front disc brakes provide smooth, sure stopping power with excellent pedal feel and control.

*Including occupants, equipment and cargo.

**Not to exceed GVWR of 5350 lbs. or GCVW of 7800 lbs. Requires additional weight-carrying frame-mounted Class II tow hitch.

For further information on features and options, see page 16-17.

4 x 4 SPECS

	Xtracab SRS V6	Std. B4. SRS V6	Xtracab SRS	Std. B4. SRS	Xtracab Deluxe	Std. B4. Deluxe	Std. B4. Deluxe
SR5 V6							
PERFORMANCE							
3.0-liter V6 OHV engine	S	S	—	S	O	O	O
3.0-liter V6 SOHC engine	S	S	S	S	S	S	S
Electronic fuel injection	S	S	S	S	S	S	S
Engine anti-kick sensor	S	S	S	S	S	S	S
5-speed manual overdrive transmission	S	S	S	S	S	S	S
Electrically controlled 4-speed automatic overdrive transmission with shift lock and gear shift-lock system	O	—	O	—	O	O	—
4WDemand automatic transfer case	S	S	O	O	S	S	S
2-speed transfer case	S	S	S	S	S	S	S
EXTERIOR STYLING & DESIGN							
Styleline wheels, chrome wheel arch moldings and chrome wheel arch moldings	S	S	S ¹	S ¹	O	O	O
Chrome wheels and chrome wheel arch moldings	O	O	O	O	—	—	—
7" aluminum alloy wheels, black/chrome wheel arch moldings and 31x10.5S radial tires	O	O	—	O ²	O ²	O ²	O ²
Integrated halogen headlights	S ³	S ³	S ³	S ³	O ³	O ³	O ³
Front and rear door guards	S ⁴						
Driver-side sport-style outside mirror	S ⁴						
Dual track mirrors	O	O	O	O	O	O	O
Metallic paint	O	O	O	O	O	O	O
Distinctive SR5 striping	S	S	S	S	—	—	—
Tinted glass	S	S	S	S	—	—	—
One-piece rear windows	S ⁵	S ⁵	S ⁵	S ⁵	—	—	—
Flip-up rear door handles	S ⁵	S ⁵	S ⁵	S ⁵	—	—	—
Side-mounted with removable shade	O	O	O	O	—	—	—
Front and rear mudguards	S	S	S	S	S	S	S
Bedliner	O	O	O	O	O	O	O
Locking fuel filler door	S	S	S	S	S	S	S
One-piece tailgate, chrome and double-walled bed	S	S	S	S	S	S	S
Bed tie-down hooks	S	S	S	S	S	S	S
Rear bumper — available in premium chrome step, black double-tube, deluxe chrome or deluxe painted step	O	O	O	O	O	O	O
INTERIOR COMFORTS							
Tachometer, fuel level, coolant temp. and oil press. gauges, and low fuel indicator light	S	S	S	S	—	—	—
Reversible tachometer	S	S	S	S	—	—	—
Power steering	S	S	O	O	O ⁷	O ⁷	O ⁷
Tilt steering wheel	S	S	—	O	O	O	O
Digital quartz clock	S	S	S	S	—	—	—
Power-boosted flo-thru ventilation system	S	S	S	S	S	S	S
AM/FM stereo with cassette	O	O	O	O	O	O	O
Reclining bucket seats with adjustable headrests	S ⁶						
Tilt-forward bench seat	—	—	S ⁸				
60/40 fully split bench seat with center armrest	S ⁴	S ⁴	—	—	S ⁸	S ⁸	S ⁸
Rear jump seats — dual-forward-facing rear jump seats and 3-point rear seatbelts	S	S	S	S	—	—	—
Cloth seat covers	S	S	S	S	—	—	—
Velour seat trim	S	S	S	S	—	—	—
Dual rear cab storage areas and rear quarter trim pocket storage	S ⁹						
Dual door pockets	S	S	S	S	—	—	—
Full carpeting	S	S	S	S	—	—	—
Carpeted or rubber floor mats	O	O	O	O	O	O	O
Instrument Monitoring System	O	O	O	O	O	O	O
AM/FM stereo with cassette radio with 2 speakers	S	S	O ¹⁰	O ¹⁰	O	O	O
AM/FM stereo with cassette radio with cassette and 2 speakers	O ¹⁰	O ¹⁰	O ¹⁰	O ¹⁰	O	O	O
AM stereo/FM stereo electronic-tuning radio with auto-reverse cassette, 5-way acoustic flavor/tone control equalizer and 4 speakers	O	—	—	—	—	—	—
Auto-reverse cassette deck	O	—	—	—	—	—	—
PACKAGES							
Custom Cloth — 60/40 fully split cloth bench seat (SR5/Xtracab Deluxe) and tilt wheel ¹¹	S	S	O	O	O ¹¹	O ¹¹	O ¹¹
Convenience Package — 60/40 fully split cloth bench seat with center armrest, tinted glass, cigarette lighter, cut-pile carpeting, rear bench seat with 3-point rear seatbelts (Xtracab Deluxe), outside mirrors	—	—	—	O	O	O	O
Touring Package — cloth or leatherette, automatic transmission (SR5 5-speed model), chrome wheel covers, chrome bumpers, grille, and exterior trim	S	S	S	S	O ¹²	O ¹²	O ¹²
Chrome Package — chrome front bumper, grille, and exterior trim	O	O	O	O	O	O	O
Window Package — cab side window and rear sliding window	O	O	O	O	O	O	O
Crush-protected steering wheel — power steering wheel (SR5 V6)	O	O	O	O	—	—	—
Power Package — power windows, door locks, antenna (SR5 V6), outside mirrors and track mirrors	O	O	O	O	—	—	—
Sport Package — cloth or leatherette, center console with storage areas and padded armrest and tinted gray or bronze privacy glass (Xtracab)	O	O	O	O	—	—	—

¹Without wheel arch moldings. ²V6 model only. ³Brush guard requires grille guard. ⁴Double outside mirrors with passenger-side wide-view mirror standard. ⁵With tinted privacy glass. ⁶Light bar does not provide crash protection. ⁷Off-road light not intended for highway use. ⁸Standard with V6 engine. ⁹With sunroof device. ¹⁰Trim pocket storage not available with 4 speaker sound system. ¹¹Xtracab SRS V6/Xtracab SRS models 4 speakers. ¹²Package includes tilt wheel only. ¹³SR5 models only.

	Xtracab SRS V6	Std. B4. SRS V6	Xtracab SRS	Std. B4. SRS	Xtracab Deluxe	Std. B4. Deluxe	Xtracab Deluxe	Std. B4. Deluxe	Std. B4. Deluxe
BODY/FRAME CONSTRUCTION									
STEERING TYPE									
TURNING CIRCLE DIAMETER (in/cir)									
43.3 ft. 32.4 ft. 43.3 ft. 37.4 ft. 43.3 ft. 42.0 ft. 37.4 ft.									
 BRAKES									
Power-assisted (front ventilated disc/rear drum with rear load-sensing proportioning valve)									
SUSPENSION FRONT									
Torsion bar with upper and lower A-arms, hydraulic shock absorbers and stabilizer bar									
STANDARD ENGINE TYPE									
3.0-liter OHV with EFI 3.0 liters (295cc) 3.0 liters (295cc) 4 cyl. SOHC with EFI 4-cyl. SOHC with EFI 4-cyl. SOHC with EFI 4-cyl. SOHC with EFI 4-cyl. SOHC with EFI									
HORSEPOWER (SAE net)									
150 @ 4800 rpm 150 @ 4800 rpm 168 @ 4800 rpm									
TORQUE (SAE net)									
180 ft.-lbs. @ 3400 rpm 180 ft.-lbs. @ 3400 rpm 180 ft.-lbs. @ 2800 rpm									
EXTERIOR DIMENSIONS (in.)									
Wheelbase 121.9 103.0 121.9 103.0 121.9 112.2 121.9 112.2									
Overall length 193.1 174.4 193.1 185.9 193.1 174.4 193.1 185.9									
Overall width 68.5 68.5 68.5 68.5 68.5 68.5 68.5 68.5									
Overall height 87.1 87.1 87.1 87.1 87.1 87.1 87.1 87.1									
Tread width (front) 56.3 56.3 56.3 56.3 56.3 56.3 56.3 56.3									
Tread width (rear) 56.1 56.1 56.1 56.1 56.1 56.1 56.1 56.1									
Bed length 75.0 75.0 75.0 75.0 75.0 75.0 75.0 75.0									
INTERIOR DIMENSIONS (in.)									
Head room 38.6 38.3 38.6 38.3 38.6 38.3 38.6 38.3									
Leg room 43.7 41.5 43.7 41.5 43.7 41.5 43.7 41.5									
Shoulder room 53.9 53.8 53.9 53.8 53.9 54.8 53.9 54.8									
AXLE RATIOS									
Front 4.100 ¹									
Rear 4.100 ¹									
2-SPEED TRANSFER CASE									
Gear ratios (high) 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000									
Gear ratios (low) 2.569 ²									
GROUND CLEARANCE									
Angle of approach (degrees) 41 42 41 42 41 42 41 42									
Angle of departure (degrees) 23 25 23 25 23 25 23 25									
Minimum running ground clearance (in.) 8.7 9.1 8.7 9.1 8.7 9.1 8.7 9.1									
CAPACITIES									
Gross vehicle weight (lbs.) 5350 5350 5350 5350 5350 5350 5350 5350									
5-speed manual overdrive 5350 N/A 5350 N/A 5350 N/A 5350 N/A 5350 N/A 5350 N/A									
Towing capacity (lbs.) 3500 ³									
ECT 4-speed auto. overdrive 3500 ³ N/A 3500 ³ N/A 3500 ³ N/A 3500 ³ N/A 3500 ³									
Fuel tank capacity (lbs.) ⁴ 1400 1400 1400 1400 1400 1400 1400 1400									
Fuel tank capacity (gallons) ⁴ 19.3 19.3 19.3 19.3 19.3 19.3 19.3 19.3									
TIRES									
Type Mud-6-Snow-Rated Steel-Belted Radial Blackwall P225/75R15									
Size —									
COLORS⁵									
Solid Exterior White									
Metallic Exterior Gray or Beige									
Dark Gray									
Medium Brown									
Light Blue									
MILEAGE ESTIMATES⁶									
SR5 V6 ECT 5-Sp. Man. 4-Sp. Man. 5-Sp. Man. 4-Sp. Man. 5-Sp. Man. 4-Sp. Man. 5-Sp. Man. 4-Sp. Man.									
Estimated city MPG/estimated highway MPG 17/20 15/18 17/20 16/20 17/22 16/20 17/22 16/20									
SR5 SRS V6 ECT 5-Sp. Man. 4-Sp. Man. 5-Sp. Man. 4-Sp. Man. 5-Sp. Man. 4-Sp. Man. 5-Sp. Man. 4-Sp. Man.									
Estimated city MPG/estimated highway MPG 17/20 15/18 17/20 16/20 17/22 16/									

ROAD FORCE

Used to be, choosing a 4x2 was tough. Today, as typified by the brand-new Xtracab SRS V6, the Trucks are bred tough—and the choosing's easy. These pickups turn workaday

miles into smart, smooth, head-turning power trips. Their aircraft-inspired, ergonomic interiors maximize function and control. Modern, muscular bodies show they mean serious business. And advanced construction and design techniques provide extra measures of versatility and value, as well as quality and reliability. Take this 4x2 for a quick ride and come to a powerful conclusion: For 1989, Toyota's the one.



Xtracab SRS V6
Shown in Medium Red Pearl
Shown with optional equipment.

4x2 TRUCKS



Xtracab SR5 Interior
Shown in Beige Cloth
Shown with optional equipment.



Xtracab SR5
Shown in Medium Brown Metallic

4x2 SR5

Get into a brand-new 1989 Toyota 4x2 SR5, and get ready for the best experience on four wheels. You not only get extra measures of ruggedness, reliability, versatility and comfort. You also get the kind of bold, head-turning style and solid, capable performance that originally started the Sport Truck Revolution in America.

bench with fold-down center armrest that provides comfort for three. In the Xtracab



SR5, rear passengers sit in full-size, forward-facing jump seats and enjoy the view through tilt-out rear quarter windows. Plus, for long-term driving satisfaction, a long list of standard features is included, as is the added convenience of extra storage space in key areas.

SMOOTH ON THE OUTSIDE.

Long Bed or Xtracab, the dramatic, sleek new body of this rugged 4x2 truck was designed with more anti-rust steel, but with fewer panels, fewer seams, and fewer visible spot welds. Rigidity and rust-proofing are improved, as is resistance to squeaking and rattling. A new welded-type, double-wall bed construction

improves appearance as well as strength. Up front is a responsive double A-arm, torsion bar suspension with power-assisted disc brakes. At the rear, broad-span leaf springs provide a surprising combination of comfort and cargo capacity. And you can choose a 5-speed manual overdrive or optional electronically controlled 4-speed automatic overdrive transmission.

When it comes to 4x2's, the facts are simple—and obvious. You can buy something very ordinary. Or drive something extra special: a brand-new 1989 Toyota SR5 V6.

XTRAORDINARY

4x2 SR5 V6

For the ultimate 4x2 experience on wheels, move up to the potent 3.0-liter 4x2 SR5 V6 with 150 horses on tap—more 4x2 power than ever before. You'll get more on the inside, as well, from power steering with tilt wheel to a 60/40 fully split bench seat with fold-down center armrest to a quartz clock to a powerful AM/FM sound system—just for starters.



TOUGH ALL OVER.
When it comes to 4x2's, the facts are simple—and obvious. You can buy something very ordinary. Or drive something extra special: a brand-new 1989 Toyota SR5 V6.

SOLID BEAUTY

4x2 DELUXE

Choose this brand-new 4x2 in the spacious Xtracab, the cargo-capable Long Bed, or the highly-efficient Standard Bed. Because no matter how you take it or where, nothing takes on tough tasks, gives as much all-out fun, and returns as much for the money as a 1989 Toyota 4x2 Deluxe.

SOLID PERFORMANCE.

The powerful beauty of Toyota's advanced engineering comes to life at the turn of a key. Deluxe V6 models move ahead with 3.0 liters and 150 horsepower of electronically fuel-injected OHC potency. The 2.4-liter overhead-cam powerplant is also surprisingly big on torque and power as well as reliability and economy.* Power is passed to the pavement via a smooth 5-speed manual overdrive transmission. With a payload of 1640 pounds** and a towing capacity of 3500 pounds† (2000 pounds‡ with optional 4-speed automatic overdrive

transmission), these 4x2's are ready for truly tough jobs. The handling is reassuringly quick and precise, thanks to torsion bar front suspension and standard power steering on V6 models. While stopping is smooth and predictable with power-assisted front vented disc brakes.

SUPERIOR STYLE.

Beneath the smooth finish and ruggedly-styled contours of its sheet metal is an all-new design that's even wider, more spacious, and more practical than ever. New, longer one-piece doors enhance passenger access as well as strength. Rigidity is improved by using stronger body panels, and a new 6-point cab mount reduces interior noise. The new welded, double-wall bed with bolt-on tie-down hooks is as smooth-looking as it is strong. New optional outside mirrors add good looks and improve visibility to the sides. A new tailgate adds style.



Standard Bed Deluxe
Shown in Dark Blue



Deluxe Interior
Shown in Blue Cloth

SPACIOUS COMFORT.

In the Deluxe, you ride in comfort on a spacious, 3-across front bench or optional bucket seats (on selected models). The Xtracab offers front bucket seats or an optional 60/40 fully split bench with fold-down center armrest. Also optional are forward-facing rear jump seats with 3-point belts. From the built-in cup holder to flip-out rear windows on the Xtracab, this truck is loaded with features.

The 1989 Toyota 4x2 Deluxe turns short trips into wide smiles, and long journeys into lasting memories of the best kind.

*See mileage statement on page 29 for details.

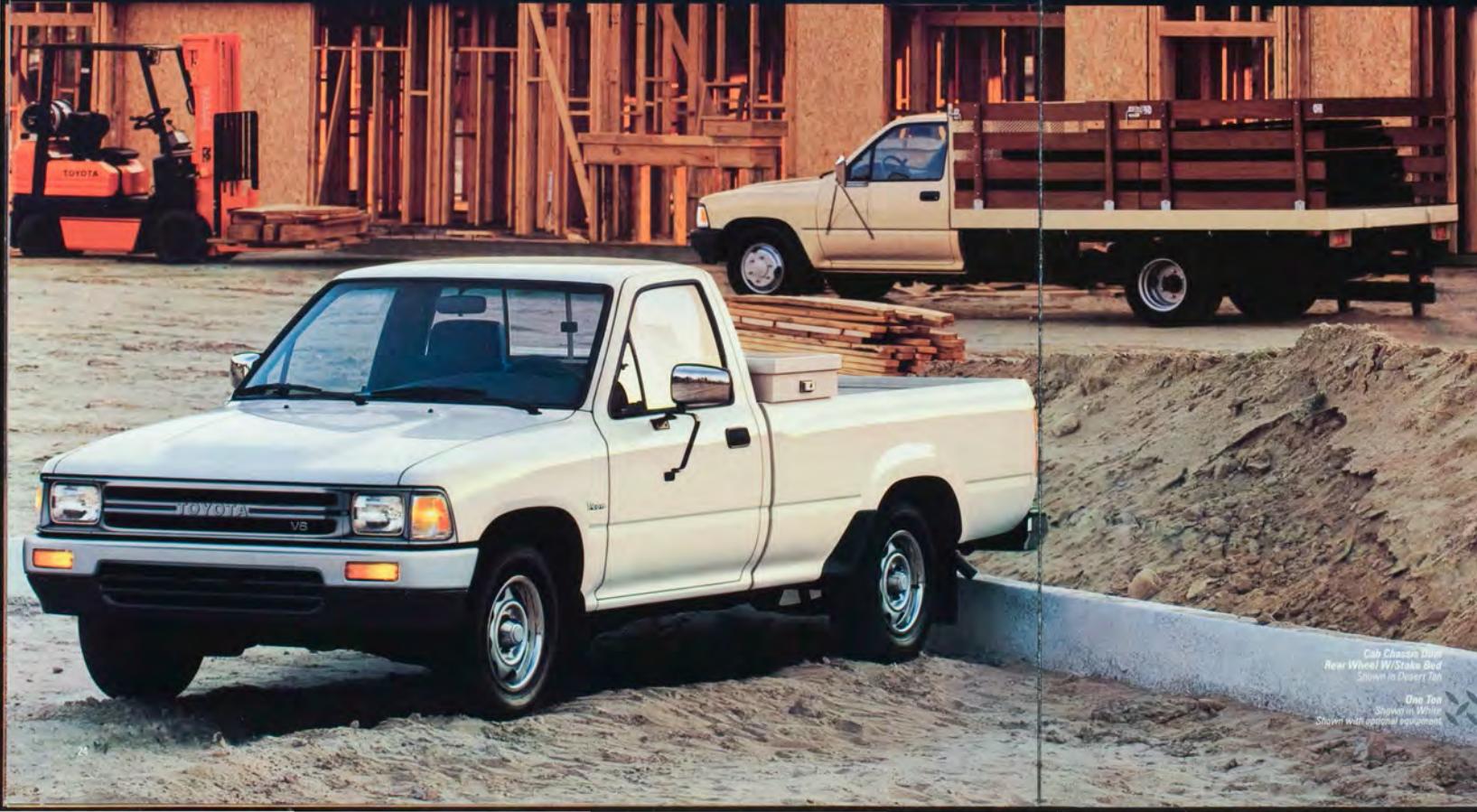
**Including occupants, equipment and cargo. Not to exceed a GCWR of 4800 lbs.

†Requires additional weight-carrying frame-mounted Class II tow hitch.

‡Requires additional Class I tow hitch. Capacity increased to 3500 lbs. with optional Towing Package and weight-carrying frame-mounted Class II tow hitch.

Long Bed Deluxe
Shown in Dark Gray Metallic
Shown with optional equipment.





*Cab Chassis One
Rear Wheel W/Stake Bed
Shown in Desert Tan*

*One Ton
Shown in White
Shown with optional equipment*

ONE TON

Built with the kind of uncompromisingly high quality that's made Toyota Industrial Equipment an international leader, this advanced new series of One Ton Trucks and Cab Chassis models satisfies your most demanding commercial needs.

COMFORTABLY EQUIPPED.

As with all 1989 Toyota Trucks, complete redesign has yielded an interior that's remarkably spacious, comfortable and luxurious. Improved heating, ventilation, and optional air conditioning systems also add comfort, especially during hot or extremely demanding driving conditions. Power-assisted steering eases handling and maneuverability. While a long list of features and options makes it hard to find a more versatile, more capable vehicle.

POWER PACKED.

All One Ton models get Toyota's advanced 3.0-liter V6 OHC engine with EFI and an output that's been increased to 150 horsepower. A 5-speed manual overdrive transmission is standard; an electronically controlled 4-speed automatic overdrive transmission with column-mounted shift

lever is optional. In either configuration, the One Ton's towing capacity has been increased to an incredible 5000 pounds.*

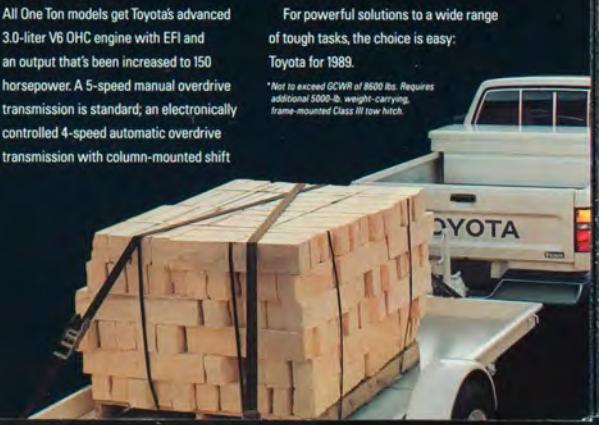


CAB CHASSIS

In addition to the workaholic One Ton pickup, Toyota offers a trio of heavy-duty Cab Chassis designs. The 112-inch wheelbase is available with either single or dual rear wheels; the 137-inch wheelbase has dual rear wheels; all use hefty 185-R14 tires. And for 1989, the GVWR for dual-wheel setups has been raised from 5500 to a full 6000 pounds.

For powerful solutions to a wide range of tough tasks, the choice is easy: Toyota for 1989.

*Not to exceed GCWR of 6600 lbs. Requires additional 5000-lb. weight-carrying frame-mounted Class III tow hitch.

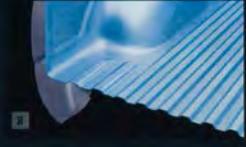




MILEAGE*
22 CITY MPG
26 HWY MPG



New welded double-wall bed construction and redesigned tailgate with one-touch release matches high utility with eye appeal, while a durable, custom-fitted optional bedliner helps protect the finish from damage.



4x2 FEATURES

■ Designed to provide abundant response, especially at low rpm, this rugged, highly advanced 2.4-liter overhead-cam engine uses electronic fuel injection to produce 116 horsepower and 140 foot-pounds of torque. (Shown in Blue Vinyl)

■ Available only in the Standard Bed and selected Deluxe models, Toyota's 2.4-liter overhead-cam engine with electronic ignition delivers 102 horsepower and a full 132 foot-pounds of torque** for a combination of economy, reliability and value.

■ Durable and attractive, the Standard Bed interior provides a color-keyed instrument panel with fuel and temperature gauges, tilt-forward bench, dual armrests, padded sun visors and mist-cycle wipers. (Shown in Blue Vinyl)

■ For an unbeatable value, Toyota's most affordable Standard Bed delivers the solid reliability of 2.4 liters of overhead-cam power, a smooth-shifting 4-speed manual transmission, the added efficiency of an all-new, roomier body and double-wall bed, redesigned suspension, and the confidence and pride that comes with owning a real hero of a truck. (Shown in Light Blue Metallic)

■ Rear leaf spring suspension (with an extra-long leaf span on most models) offers an excellent combination of smooth-riding comfort and capable cargo capacity.

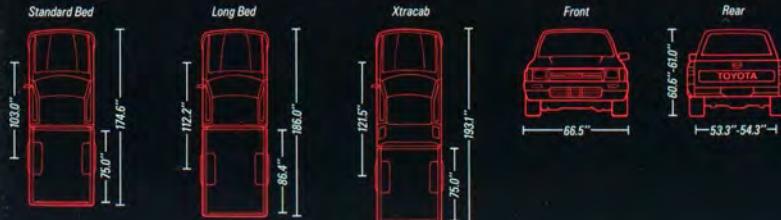
■ Long-travel torsion bar front suspension has double A-arms, stabilizer bar, and power front vented disc brakes for easy handling and quick stopping.

■ For easier securing of cargo, six tie-down hooks are installed in the bed area.

■ The all-new, double-wall bed construction uses additional anti-rust steel and fewer seams, and is as attractive as it is practical and durable.

■ The box-section steel frame design provides improved strength and torsional rigidity. A new combination of cab mounts reduces vibration and noise.

■ Toyota Trucks offer unequalled style and utility, with dramatically increased towing capacities for most models. Standard 4x2 Trucks are rated for towing at 3500 pounds* while all One Ton models have a rating of 5000 pounds!**



Shown with optional equipment.

*1989 preliminary mileage figures determined by Toyota for 4x2 Truck with 5-speed manual overdrive transmission. 1989 EPA mileage estimates not available at time of printing. See page 29 for complete information.

**102 hp and 132 ft.-lbs. torque on standard-grade California models. Not available GCWR of 5500 lbs. Requires additional Class I tow hitch.

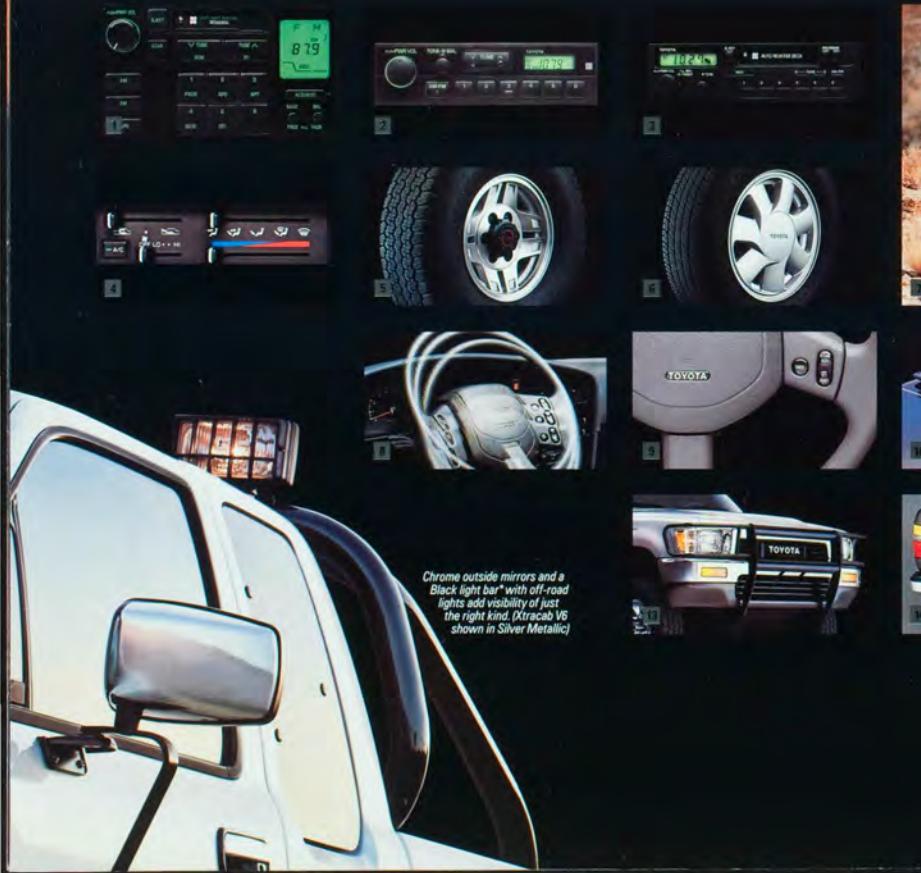
*Not to exceed GCWR of 8600 lbs. Requires additional 5000-lb. weight-carrying frame-mounted Class III tow hitch.

For further information on features and options, see page 28-29.

4 x 2 S P E C S

		Xtracab SR5 V6	Xtracab SR5	Long Bed SR5	Xtracab Deluxe	Long Bed Deluxe	Standard Bed	Standard Bed	One Ton	Cab Chassis DRW 137" 112" 112"	SRW 112"
SR5 V6											
EXTERIOR STYLING/DESIGN											
Skirted front valance											
Blacked-out trim rings											
Tungsten halogen headlights											
Driver-side sport-style outside mirror											
Dual truck mirrors											
Front mudguards											
Cab side-vent windows											
Distinctive SR5 striping											
Tinted glass											
Flip-up rear quarter windows											
Sun/tear-off with removable shade											
Light bar for off-road lights ¹											
Front bumper											
Locking fuel filler door											
One-touch tailgate release and double-wall bed											
Bed tie-down hooks											
Bed bumper — available in premium chrome step, black double-tube, or chrome double-painted step											
INTERIOR COMFORTS											
Tachometer, fuel level, coolant temp, voltmeter and oil press. gauges; low fuel level warning light and resettable trip odometer											
Power steering											
Tilt steering wheel											
Power heated/tilt-thru ventilation system											
Air conditioning											
Cap holder in front console											
Reclining bucket seats with adjustable headrests											
60/40 fully split cloth rear seat with center armrest											
Rear jump seats — dual forward-facing rear jump seats and 3-point rear seatbelts											
Cloth seat trim											
Vinyl seat trim											
Driver-side storage areas and rear quarter trim pocket storage											
Dual door pocket											
Full carpeting											
Carpeted or rubber floor mats											
Intrusion Protection System											
AM/FM stereo/electric tuning radio with 2 speakers											
AM/FM stereo/electric tuning radio with cassette and 2 speakers											
AM stereo/FM stereo/electric tuning radio with cassette and 2 speakers											
5-way acoustic flavor/home control equalizer and 4 speakers											
Auto-reverse cassette deck											
PACKAGES											
Standard Upgrade Package — tinted glass, cigarette lighter, dual outside mirrors, and day/night review mirror (Cab Chassis cigarette lighter & day/night mirror)											
Convenience Package — 80/20 fully split cloth bench seat w/center armrest, tinted glass, front bucket seats, front and rear quarter trim, front and rear door pocket, tinted glass, and exterior trim											
Chrome Package — chrome front bumper, grille, and exterior trim											
Window Package — cab side vent windows and rear sliding window											
Cruise Control Package — cruise control, urethane steering wheel (SR5 and Cab Chassis) and leather-wrapped steering wheel (SR5 V6)											
Power options — power windows, door locks, antenna (automatic on SR5 V6), and cruise control											
Sports Package — cloth sport seats w/adjustable headrests and driver-side 7-way adjustments, center console with two storage areas and Gray tinted privacy glass											
All-Wheel Drive Package — 225/75R15 SR5 raised-black-tire radial tires and chrome wheel arch moldings											
Towing Package — includes heavy-duty trailer and oil cooler (automatic transmission model) (oil cooler only V6 models)											
Sports Package — cloth sport seats w/adjustable headrests and driver-side 7-way adjustments, center console with two storage areas and Gray tinted privacy glass											
All-Wheel Drive Package — 225/75R15 SR5 raised-black-tire radial tires and chrome wheel arch moldings											
Towing Package — includes heavy-duty trailer and oil cooler (automatic transmission model) (oil cooler only V6 models)											

	Xtracab SR5 V6	Xtracab SR5	Long Bed SR5	Xtracab Deluxe	Long Bed Deluxe	Standard Bed	Standard Bed Deluxe	One Ton	Cab Chassis DRW 137" 112" 112"	Cab Chassis DRW 112"	Cab Chassis SRW 112"
4 x 2 S P E C S											
BODY/FRAME CONSTRUCTION											
Welded steel cab/full-box frame											
STEERING TYPE											
Recirculating ball (curl to curl)											
TURNING CIRCLE DIAMETER											
41.3 ft.											
TIRES											
Front: 265/70R15 102S 1200 rpm Rear: 265/70R15 102S 1200 rpm											
EXTERIOR STYLING/DESIGN											
Skirted front valance											
Blacked-out trim rings											
Tungsten halogen headlights											
Driver-side sport-style outside mirror											
Dual truck mirrors											
Front mudguards											
Cab side-vent windows											
Distinctive SR5 striping											
Tinted glass											
Flip-up rear quarter windows											
Sun/tear-off with removable shade											
Light bar for off-road lights ¹											
Front bumper											
Locking fuel filler door											
One-touch tailgate release and double-wall bed											
Bed tie-down hooks											
Bed bumper — available in premium chrome step, black double-tube, or chrome double-painted step											
INTERIOR COMFORTS											
Tachometer, fuel level, coolant temp, voltmeter and oil press. gauges; low fuel level warning light and resettable trip odometer											
Power steering											
Tilt steering wheel											
Power heated/tilt-thru ventilation system											
Air conditioning											
Cap holder in front console											
Reclining bucket seats with adjustable headrests											
60/40 fully split cloth rear seat with center armrest											
Rear jump seats — dual forward-facing rear jump seats and 3-point rear seatbelts											
Cloth seat trim											
Vinyl seat trim											
Driver-side storage areas and rear quarter trim pocket storage											
Dual door pocket											



OPTIONS

- 1 Improved for 1989, Toyota's smooth, quiet, efficient air conditioning system makes for a welcome increase in comfort, especially on hot, humid days.
- 2 Huge 31x10.5R15 steel-belted radials on 7-inch wide aluminum alloy wheels are complete with a set of special wheel arch moldings (4x4 V6 only).
- 3 Wide, low-profile, P215/65-15 steel-belted radial tires are mounted on turbo-style aluminum alloy wheels for smooth-riding comfort and the ultimate in street-smart style (4x2 SR5 V6 only).
- 4 Add some highlights with the Chrome Package that includes a chrome front bumper, chrome grille and trim, and a chrome tailgate handle.
- 5 Help protect your investment with a Genuine Toyota Intrusion Monitoring System with motion sensor.
- 6 Durable, black-finished front grille guard helps protect against damage from off-road obstacles (4x4 only).
- 7 Enhance appearance with a premium chrome step rear bumper.
- 8 Stylish double-tube rear bumper has an electrostatic powder-paint finish.
- 9 Durable deluxe chrome step bumper adds an extra measure of rear-end style.
- 10 Deluxe painted step bumper combines utility, economy and style.

*Light bar does not provide crash protection (available in Black only). Off-road lights not intended for highway use. For further information on features and options, see page 28.

For further information regarding wiring converters and tow hitch receivers, please consult the 1989 Toyota Trailer Towing Guide, available at your Toyota dealer.